I. INTRODUCTION

This report contains a summary of the major results of the **Visitor Profile and Economic Impact Study** conducted for the Greater Miami Convention & Visitors Bureau during 2001.

The Study is based on the results of 5,300 interviews conducted at random, among overnight visitors to Greater Miami and the Beaches. 500 intercept interviews were conducted monthly during the first and third quarters (except in September, when 400 were conducted) and 400 were conducted monthly in the second and fourth quarters.

The study is conducted annually to determine a number of characteristics of the overnight visitor to Greater Miami and the Beaches, including:

- Purpose of visit
- Place of origin
- Type of lodging used
- Area of lodging
- Likes and dislikes of area
- Likelihood of returning
- Mode of transportation
- Demographic characteristics
- Party size
- Length of stay
- Expenditures

In addition to determining a Visitor Profile, the Study also develops an analysis of the direct and indirect economic Impact of overnight visitors on the Miami-Dade County economy.

The terrorist attacks on September 11, 2001 had a major impact on the tourism business throughout the world. The date is noted herein as a matter of record.

The following pages contain the major findings of the 2001 Tourism Survey of Greater Miami and the Beaches conducted by Strategy Research Corporation.

II. EXECUTIVE SUMMARY

2001 VISITOR INDUSTRY STATISTICAL HIGHLIGHTS

Record Overnight Visitor Spending

Overnight visitors spent $13.9 billion in direct expenditures in Greater Miami and the Beaches.
Other highlights
Average daily expenditure rose to $211.58; average expenditure per trip was $1,324.49; and the average length of stay was 6.26 days.

Record High Visitor Satisfaction

Visitor satisfaction continued at its high levels since the GMCVB started tracking it in 1989. 96% of overnight visitors said they were “extremely or very satisfied” with their stay in our destination -- that represents over 10 million of the 10.5 million overnight visitors to Greater Miami and the Beaches. The likelihood of returning to our destination by both domestic and international visitors was 88% or 9.25 million visitors.

Total Overnight Visitors

In 2001 the visitor industry remained strong with more than 10.5 million visitors staying at least one night in Greater Miami and the Beaches. This reflected a market mix of 50% domestic and 50% international visitors.

Total visitor levels declined from 2000, due in large part to the terrorist attacks on September 11, 2001, which impacted the tourism industry from that day through the end of the year and beyond.

Main Purpose of Visit

Vacation/ Pleasure travel continued to be the main reason people visited Greater Miami and the Beaches. It represents 65% of the market mix in 2001.
Business/Convention travel represented 13.7% of the market mix. People coming to visit friends and relatives represent 15.4% of the market mix.
The other main purpose of visit, taking a cruise, represented 4.8% of the market mix.

Where They Stayed

The following is a percentage breakdown of where visitors stayed in 2001:

Miami Beach	45.6%
Airport	17.6%
North Dade/Sunny Isles	15.1%
Grove/Gables/Key Biscayne	5.6%
Downtown	8.9%
South Miami Dade	7.2%

Hotel Occupancy

The variety of attractions and points of interest supported high annual occupancy rates reported by participating hotels throughout our community:

Airport/Civic Center	76.7%
Downtown/North Dade	69.3%
South Dade	67.7%
Miami Beach	66.3%
TOTAL COUNTY	69.7%

What They Liked

Overnight visitors rated the following as the top characteristics they liked about our destination:

Weather	58.2%
Beaches	49.3%
Nightlife	26.0%
Shopping	20.9%
South Beach/Ocean Drive	18.6%
Attractions	11.9%
Restaurants	11.1%
Friendly People	6.6%
Reasonable Prices	6.3%
Accommodations	5.5%
Intl. Ambiance	5.4%
Cleanliness	4.4%

Other notable characteristics were our destination's cultural activities, and year-round outdoor and water activities.

* Visitors may give more than one response

What They Don't Like

Visitor concern over Crime in 2001 continued to remain very low at 2.5%. Traffic was the visitor's main concern (13.6%).

2001 TRENDS

Over 6.8 million visitors coming primarily for vacation/pleasure used rental cars as their main transportation. This means that over 67% of that market segment was moving throughout the destination.

Overnight visitors enjoyed a variety of Greater Miami's sights, activities and attractions, reflecting Greater Miami and the Beaches diversity, one of its greatest competitive strengths. Following is a sample of visitation at major points of interest:

Art Deco District/South Beach	71.8%
The Beaches	70.2%
Bayside Marketplace	52.6%
CocoWalk/Mayfair/Coconut Grove	40.0%
Aventura Mall	33.7%
Downtown Miami	29.8%
Night Clubs	21.8%
Lincoln Road	20.5%
Coral Gables	16.2%
Key Biscayne	10.9%
Theaters	10.7%
Museums	9.8%
Bal Harbour Shops	9.0%
Sawgrass Mills	8.1%
International Mall	8.0%
Dadeland Mall	7.9%
Golf	7.2%
Miami Seaquarium	6.5%
Little Havana	6.2%
One day/Casino Cruise	4.9%
Water Sports/Activities	4.5%
Miccosukee Reservation/Casino	3.4%
Mall of the Americas	3.0%
American Airlines Arena	3.0%
The Falls	2.8%
Parks	2.6%
Vizcaya	2.0%
Dog/Horse Racing Track	1.8%
Tennis	1.6%
Everglades National Park	1.6%
Mall at 163rd St.	1.4%
Miami Metrozoo	1.1%

Multiple responses allowed
Source: Strategy Research Corporation

III. Total Overnight Visitors

A. The Tourist Universe

Almost sixteen million passengers arrived at MIA in 2001. In addition, significant levels of domestic passengers staying in Miami-Dade County are using Broward County Airport (FLL) as their gateway to South Florida. The Bureau has investigated the extent and impact of this situation on the estimates of visitor levels and economic impact on Greater Miami and The Beaches. The data in this report combines the interviews of visitors using both MIA and FLL who stay overnight in Miami-Dade county.

Over 10.5 million people spent at least one night in Greater Miami and the Beaches in 2001. Domestic visitors accounted for 50.1% of all overnight visitors while 49.9% were of international origin.

Table 3A-1

Overnight Visitors To Greater Miami And The Beaches

Domestic and International Origins

	2000	**2001**
	(000)	(000)
Domestic Visitors	5,475.2	5,263.6
International Visitors	5,683.9	5,245.7
Total Overnight Visitors	11,159.1	10,509.3
	%	%
Domestic Visitors	49.1	50.1
International Visitors	50.9	49.9
Total Overnight Visitors	100.0	100.0

Source: Strategy Research Corporation

B. Origin of Overnight Visitors - Domestic Visitors

The Northeast continues to be the leading source of overnight domestic visitors to Greater Miami and the Beaches. The three leading regions each delivered more than one million overnight visitors to Greater Miami and the Beaches.

Table 3B-1

Overnight Visitors To Greater Miami And The Beaches

Domestic Origins

	2000	2001
	(000)	(000)
North East	2,441.9	2,322.3
Southern	1,549.0	1,474.3
MidWest	1,133.7	1,068.5
Western	350.6	398.5
Total Domestic	5,475.2	5,263.6
	%	%
North East	44.6	44.0
Southern	28.3	28.1
MidWest	20.7	20.3
Western	6.4	7.6
Total Domestic	100.0	100.0

Source: Strategy Research Corporation

Table 3B-2

Overnight Visitors To Greater Miami And The Beaches

Domestic Origins, Market Share By Region and Market

	2000	2001
	%	%
Northeast Region	44.6	44.0
New York	25.1	21.9
Philadelphia	4.6	5.3
Boston	3.9	4.0
Washington, D.C.	1.8	2.5
Pittsburgh	1.2	1.2
Others	8.0	9.1
Southern Region	28.3	28.1
Atlanta	5.3	6.1
Dallas/Ft. Worth	3.4	3.1
Houston	2.0	2.1
Others	17.6	16.8
MidWest Region	20.7	20.3
Chicago	5.1	7.8
Denver	1.4	1.8
Detroit	1.6	1.5
St. Louis	1.4	1.4
Cleveland	1.5	1.0
Others	9.7	6.8
Western Region	6.4	7.6
Los Angeles	2.2	3.2
San Francisco	0.8	2.1
Others	3.4	2.3
Domestic Visitors	**100.0**	**100.0**

Source: Strategy Research Corporation

C. Origin of Overnight Visitors - International Visitors

Almost 63% of the international visitors came from Latin America. Almost 2.2 million visitors came from South America; 700 thousand from the Caribbean and 416 thousand from Central America. Europe supplied 1.2 million visitors. 585,000 Canadians visited.

Table 3C-1

Overnight Visitors to Greater Miami and the Beaches
International Origins, By Region

Area of Origin	**2000** (000)	**2001** (000)
Latin America	3,463.6	3,281.6
South America	2,303.8	2,165.3
Central America	420.6	415.7
Caribbean	739.2	700.6
Europe	1,419.1	1,221.0
Canada	632.6	585.0
Others	168.6	158.1
Total International	5,683.9	5,245.7
Total Domestic	5,475.2	5,263.6
Total Overnight Visitors	11,159.1	10,509.3

Source: Strategy Research Corporation

Table 3C-2

Overnight Visitors To Greater Miami And The Beaches
International Origins, Market Share By Region

Area of Origin	**2000** %	**2001** %
Latin America	60.9	62.5
South America	40.5	41.3
Central America	7.5	7.9
Caribbean	12.9	13.3
Europe	25.0	23.3
Canada	11.1	11.2
Others	3.0	3.0
Total	100.0	100.0

Source: Strategy Research Corporation

IV. Characteristics of the Visitors' Stay

A. Purpose of Visit – All Overnight Visitors

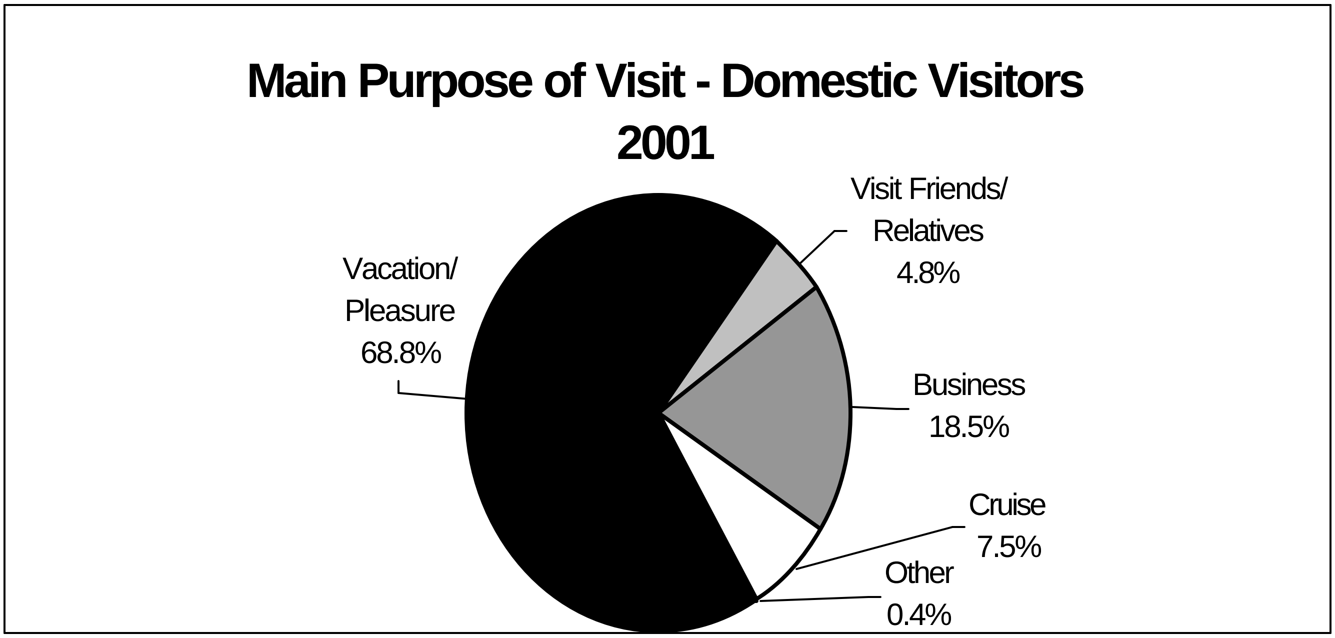
Table 4A-1

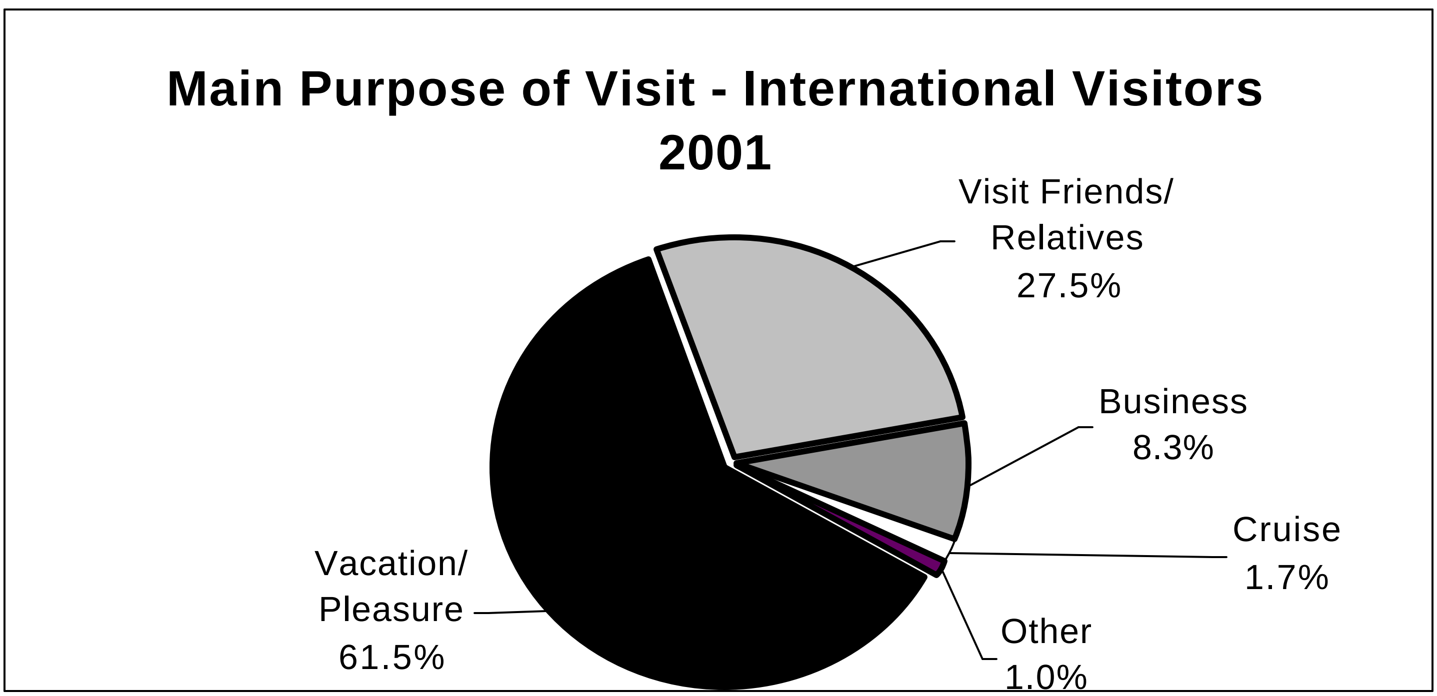
Overnight Visitors To Greater Miami And The Beaches

Main Purpose of Visit

	2000 %	2001 %
Domestic Visitors		
Vacation/Pleasure	70.1	68.8
Business	17.9	18.5
Visit Friends/Relatives	4.0	4.8
Cruise	7.8	7.5
Personal/Other	0.2	0.4
	100.0	100.0
International Visitors		
Vacation/Pleasure	71.6	61.5
Business	7.5	8.3
Visit Friends/Relatives	17.0	27.5
Cruise	2.2	1.7
Personal/Other	1.7	1.0
	100.0	100.0
Total Sample		
Vacation/Pleasure	70.7	65.4
Business	13.6	13.7
Visit Friends/Relatives	9.4	15.4
Cruise	5.5	4.8
Personal/Other	0.8	0.7
	100.0	100.0

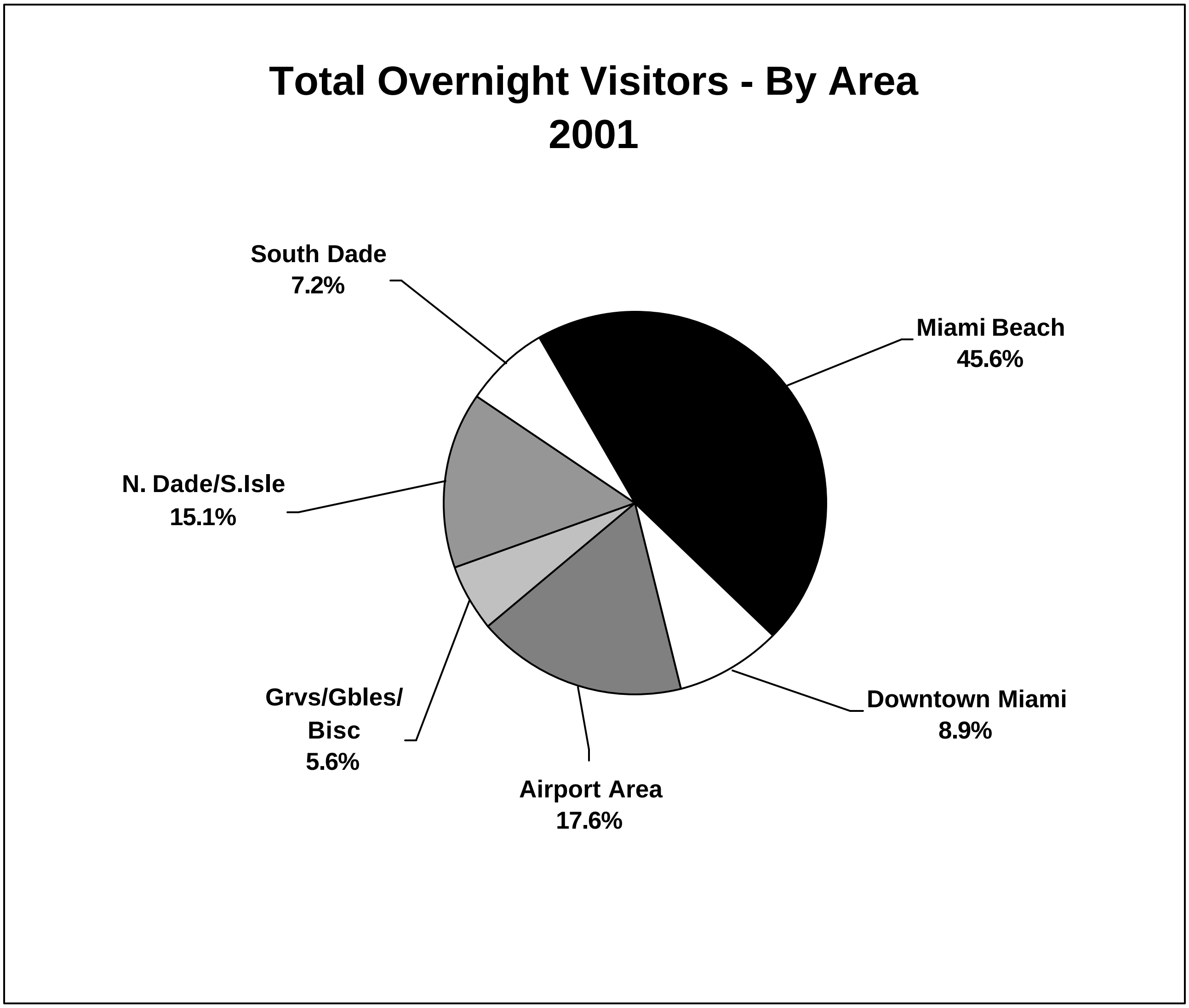
Source: Strategy Research Corporation


Main Purpose of Visit - Domestic Visitors
2001
Visit Friends/
Relatives
4.8%
Vacation/
Pleasure
68.8%
Business
18.5%
Cruise
7.5%
Other
0.4%


Main Purpose of Visit - International Visitors
2001
Visit Friends/
Relatives
27.5%
Business
8.3%
Cruise
1.7%
Vacation/
Pleasure
61.5%
Other
1.0%

B. Area of Lodging

Distribution of Overnight Visitors, By Area Of Lodging



C. Choice of Lodging

Table 4C-1

Overnight Visitors To Greater Miami And The Beaches

Type of Lodging

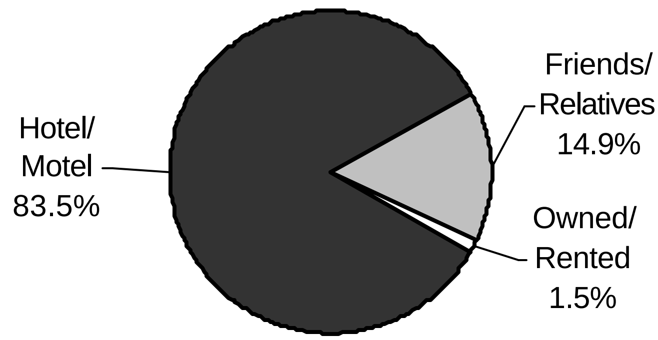
	2000	2001
	%	
Hotel/Motel		
Total	84.5	83.5
Domestic	84.6	86.0
International	84.3	80.6
Friends/Relatives		
Total	14.0	14.9
Domestic	14.6	13.6
International	13.2	16.5
Owned/Rented		
Total	1.4	1.5
Domestic	0.7	0.4
International	2.5	2.6

Multiple responses allowed.
Calculations developed from interviews at airport and attractions.

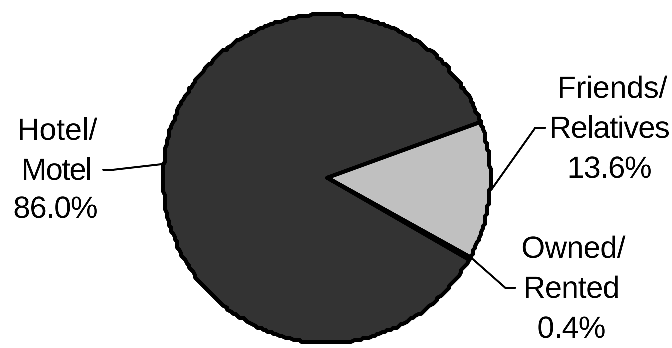
Source: Strategy Research Corporation

Choice of Lodging

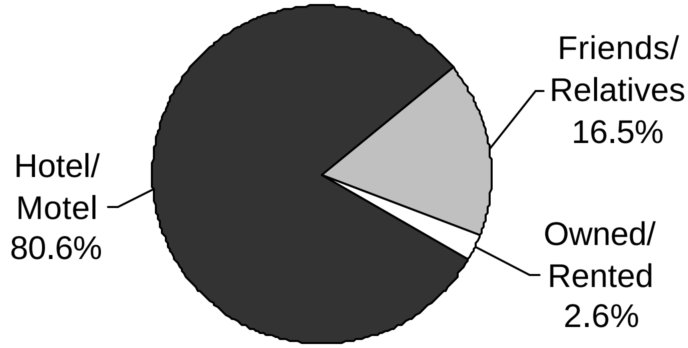
By All Visitors



By Domestic Visitors



By International Visitors



V. Visitor Perceptions

A. Satisfaction Levels

Table 5A-1

Overnight Visitors To Greater Miami And The Beaches

Satisfaction With Visit

	2000	**2001**
	%	%
Extremely Satisfied		
Total	64.6	60.4
Domestic	72.3	69.2
International	53.7	50.2
Very Satisfied		
Total	34.1	35.2
Domestic	26.7	28.9
International	44.3	42.4
Extremely/Very Satisfied		
Total	**98.7**	**95.6**
Domestic	**99.0**	**98.0**
International	**98.0**	**92.7**
Somewhat Satisfied		
Total	1.0	3.8
Domestic	0.7	1.5
International	1.4	6.4
Somewhat/Very Dissatisfied		
Total	0.4	0.7
Domestic	0.2	0.4
International	0.6	0.9
Total	100.0	100.0

Source: Strategy Research Corporation

B. Intention to Return to Greater Miami and the Beaches

Table 5B-1

Overnight Visitors To Greater Miami And The Beaches

Likelihood To Return

	2000 %	**2001** %
Definitely Likely		
Total	68.2	62.1
Domestic	*76.7*	*71.0*
International	*56.4*	*51.8*
Very Likely		
Total	25.5	25.9
Domestic	*19.6*	*22.9*
International	*33.9*	*29.2*
Definitely/Very Likely		
Total	**93.7**	**88.0**
Domestic	***96.3***	***93.9***
International	***90.3***	***81.0***
Somewhat Likely		
Total	5.6	11.1
Domestic	*3.3*	*5.7*
International	*8.9*	*17.4*
Not Very/Not at All Likely		
Total	0.6	0.9
Domestic	*0.4*	*0.4*
International	*0.8*	*1.6*
Total	100.0	100.0

Source: Strategy Research Corporation

C. Most Liked Features

The international and domestic visitor continued to have different favorite features. Overall, weather, beaches, night life, shopping and South Beach/Ocean Drive is the leading features. For the domestic visitors, the weather was far ahead of any other features mentioned (75%). The Beaches was second (50%) and South Beach/Ocean Drive was third (26%). The international visitors, on the other hand, mentioned the beaches (48%) most often, followed at equal levels by shopping and the weather (39%).

Table 5C-1

Favorite Features	Total Visitors	Domestic Visitors	International Visitors
Weather	58.2	75.2	38.7
Beaches	49.3	50.2	48.4
Night Life	26.0	25.7	26.4
Shopping	20.9	5.4	38.7
South Beach/Ocean Drive	18.6	19.9	17.1
Sun bathing	17.7	19.1	16.0
Attractions	11.9	9.7	14.5
Restaurants	11.1	3.0	20.5
Bayside Marketplace	8.5	0.5	17.8
Friendly People	6.6	2.2	11.7
Prices	6.3	1.1	12.3
Accommodations	5.5	1.8	9.8
International Ambiance	5.4	2.1	9.2
Cleanliness	4.4	0.4	9.0
Art Deco area	3.6	1.4	6.2
Sporting Activities	2.0	1.3	2.9

Source: Strategy Research Corporation

D. Areas Visited In Greater Miami and The Beaches

Diversity of destination matched the diversity of visitors' interests. Visitors took in a wide variety of Greater Miami and the Beaches' natural attractions, exciting streets and shops, night life and attractions

Table 5D-1

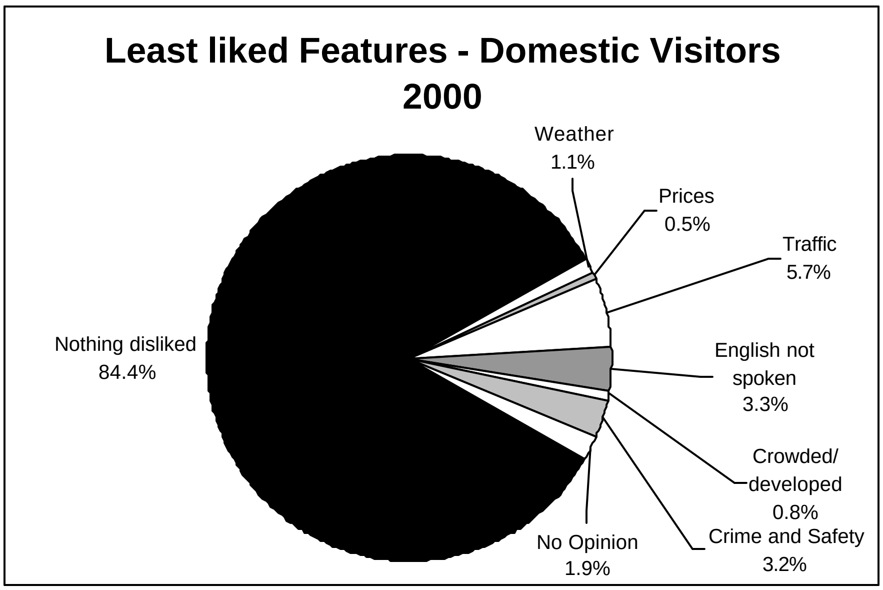
Places Visited

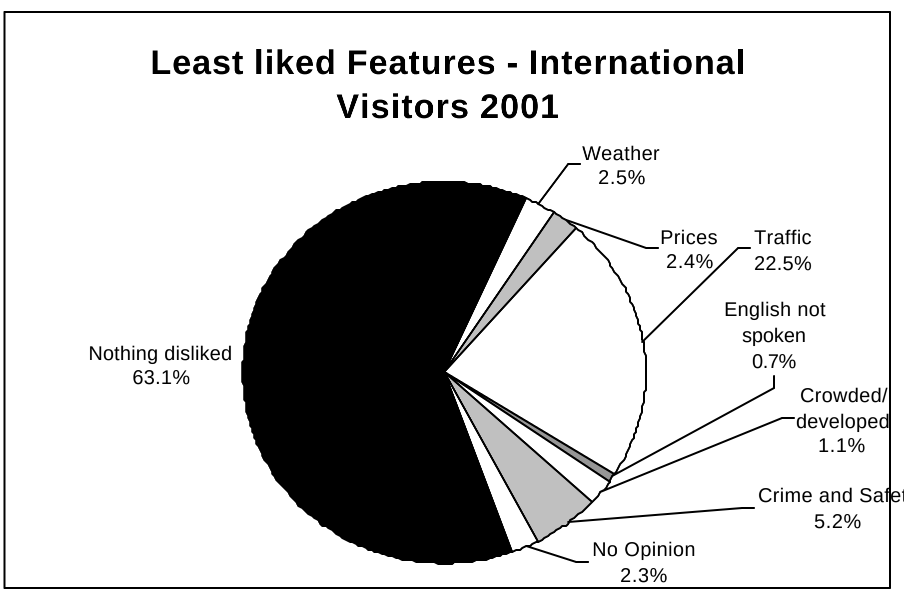
	2001 %
Art Deco District/South Beach	71.8
The Beaches	70.2
Bayside Marketplace	52.6
CocoWalk/Mayfair/Coconut Grove	40.0
Aventura Mall	33.7
Downtown Miami	29.8
Night Clubs	21.8
Lincoln Road	20.5
Coral Gables	16.2
Key Biscayne	10.9
Theaters	10.7
Museums	9.8
Bal Harbour Shops	9.0
Sawgrass Mills	8.1
International Mall	8.0
Dadeland Mall	7.9
Golf	7.2
Miami Seaquarium	6.5
Little Havana	6.2
One day/Casino Cruise	4.9
Water Sports/Activities	4.5
Miccosukee Reservation/Casino	3.4
Mall of the Americas	3.0
American Airlines Arena	3.0
The Falls	2.8
Parks	2.6
Vizcaya	2.0
Dog/Horse Racing Track	1.8
Tennis	1.6
Everglades National Park	1.6
Mall at 163rd St.	1.4
Miami Metrozoo	1.1

* Visitors may give more than one response
Source: Strategy Research Corporation

E. Least Liked Features

For International visitors, fears of crime and concerns about safety that were reflected several years ago (mostly among the European visitors) has abated drastically. Traffic, on the other hand, is now seen as the leading negative feature among international visitors, at 22.5%. Domestic visitors found almost no negative features about their visit to Greater Miami and the Beaches.

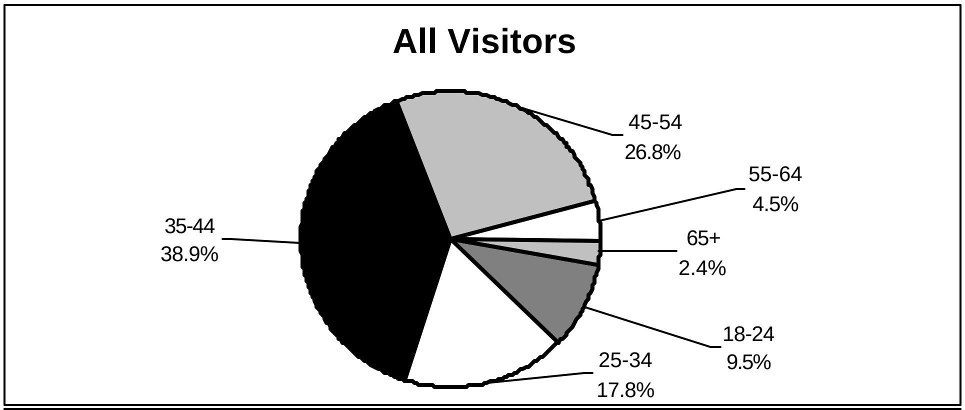


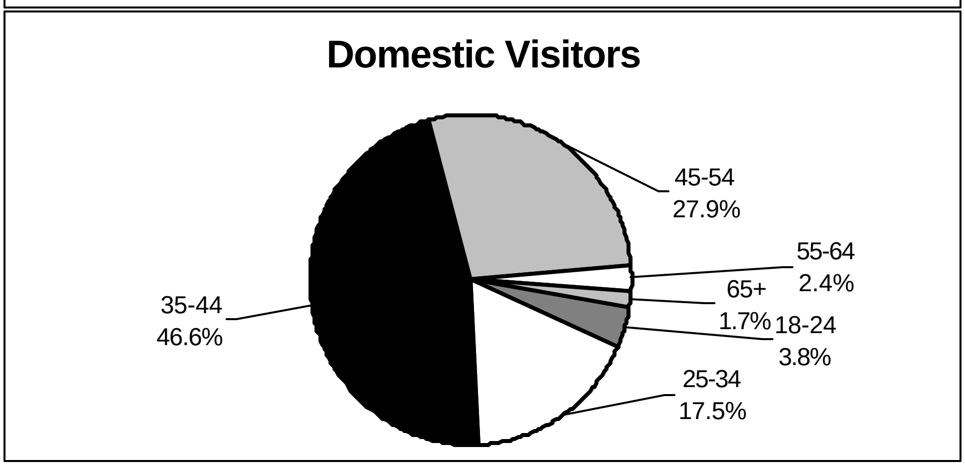


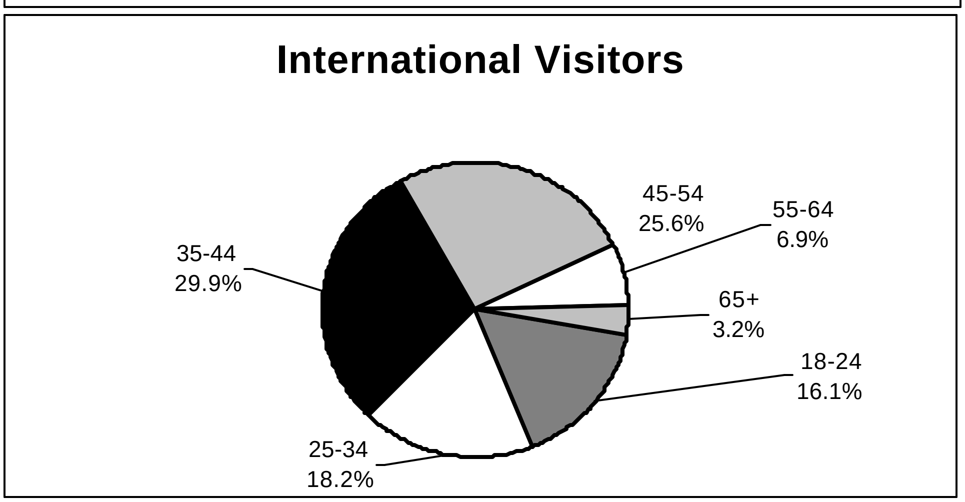
VI. Visitor Profile

A. Age Characteristics of Respondents

Overnight Visitors To Greater Miami And The Beaches, Age Characteristics, 2001







B. Visitor Expenditures

Table 6B-1

Overnight Visitors To Greater Miami And The Beaches

Average Daily Expenditures

Type of Expenditure	2000	2001
Lodging	$125.30	$126.50
All Meals	$101.85	$99.26
Transportation	$46.69	$43.79
Entertainment	$96.00	$88.15
Shopping	$74.88	$78.15
Total: Avg. Daily $ Per Party	$444.73	$435.85
Divided by: Avg. Party Size	2.12	2.06
Avg. Daily $ Per Visitor	$209.78	$211.58
Multiplied by: Length of Stay Median No. of Nights	7.13	6.26
Total: $/Person/Visit	$1,495.73	$1,324.49
Multiplied by Total Visitors (000)	11,159.1	10,509.3
Total Overnight Visitor Expenditures (In Millions)	$16,691.1	$13,919.5

Source: Strategy Research Corporation

VII. Economic Impact of Overnight Visitors

A. Direct Impact: Expenditures

Direct expenditures of overnight visitors to Greater Miami and the Beaches are derived from the continuing monthly profile study. Visitors are asked for the average daily expenditures on lodging, food, transportation, entertainment and shopping for their visitor party. Per party daily expenditures are divided by the number of people per party to calculate per visitor daily expenditure. Per visitor daily expenditure is multiplied by the average number of nights stayed to calculate average total expenditures per visitor for the entire visit. Total average expenditures per visitor are projected against the total number of visitors to calculate the total direct expenditures of overnight visitors.

The tables on the following pages display the data in terms of the per party and per person expenditure in each of the categories, by domestic and international visitors. This data is then projected to develop the total direct expenditures made by overnight visitors to Greater Miami and the Beaches during 2001.

Table 7A-1

Overnight Visitors To Greater Miami And The Beaches
Annual Expenditures, By Type

Type of Expenditure	2000 $ (Millions)	2000 %	2001 $ (Millions)	2001 %
Lodging	$4,706.9	28.2	$4,036.7	29.0
All Meals	$3,822.3	22.9	$3,173.6	22.8
Local Transportation	$1,752.5	10.5	$1,405.9	10.1
Entertainment	$3,605.3	21.6	$2,811.7	20.2
Shopping	$2,804.1	16.8	$2,491.6	17.9
Total Expenditures	$16,691.1	100.0	$13,919.5	100.0

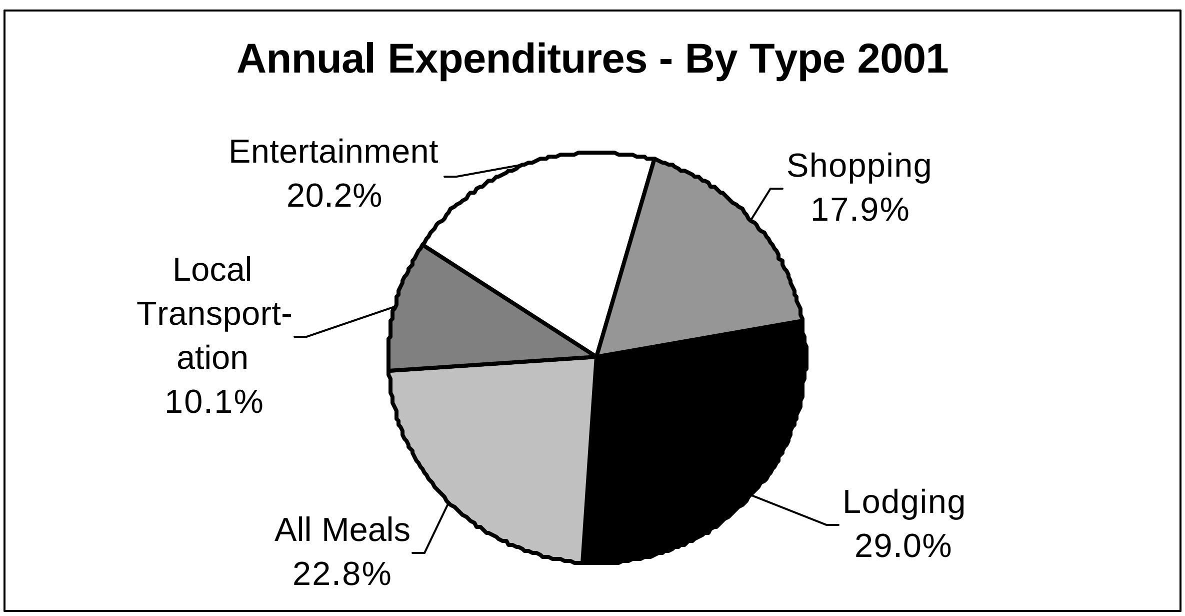


Table 7A-2

Overnight Visitors To Greater Miami And The Beaches
Average Daily Expenditures,
By Domestic and International Visitors

	Domestic 2000	Domestic 2001	International 2000	International 2001
Lodging	$132.54	$132.19	$115.05	$119.90
All Meals	104.30	104.26	98.44	93.47
Transportation	49.35	44.49	43.97	40.64
Entertainment	110.91	98.10	75.79	74.52
Shopping	63.30	60.13	93.58	96.80
Total: Avg. Daily $ Per Party	$460.40	$439.17	$426.83	$425.33
Avg. Party Size	2.03	1.97	2.24	2.16
Avg. Daily $ Per Visitor	$226.80	$222.93	$190.55	$196.91
Length of Stay Median No. of Nights	6.9	6.07	7.5	6.58
Total: $/Person/Visit	$1,564.9	$1,353.19	$1,429.1	$1,295.69
Visitors (000)	5,475.2	5,263.6	5,683.9	5,245.7
Total Overnight Visitors Expenditures (In Millions)	$8,568.0	$7,122.7	$8,123.1	$6,796.8